

Greater Greenville Sanitation Commission

Using Social Media to Increase Recycling

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Step 1 – Build the Foundation

- ▶ Scalable
 - Platform should allow for integration of a variety of media
- ▶ Create a “push/pull” dynamic with audience
 - Keep audience coming back
- ▶ Minimize duplication of content
 - Important if you are a one man/woman show
- ▶ Balance “corporate” content with “social content”
- ▶ Metrics
 - Your R.O.I. – what’s working/not working



Scalability

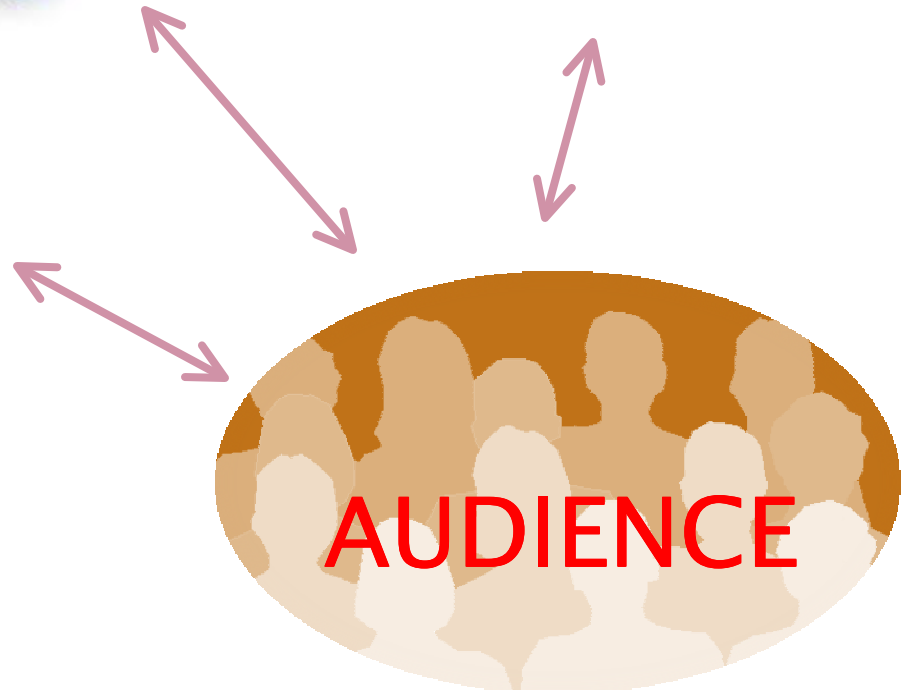
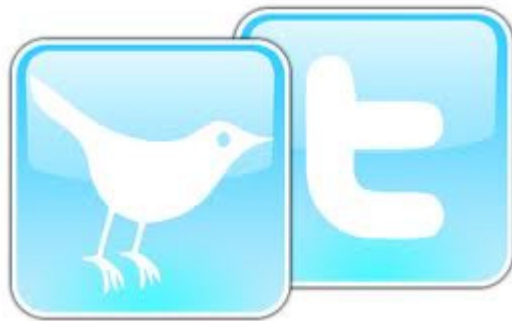
► Upgraded Website

- Reoriented site based on what visitors frequented the most
 - Determined through site analytics
- Reduced content to nothing “below the fold”
 - Less is more
 - Hit the high points
- Corporate face of GGSC
 - About Us
 - Services
 - Press releases
 - Etc...



Create the “Push/Pull”

- ▶ Facebook
- ▶ YouTube
- ▶ Twitter



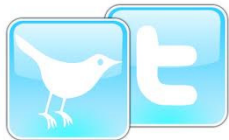
Minimize Duplication of Content



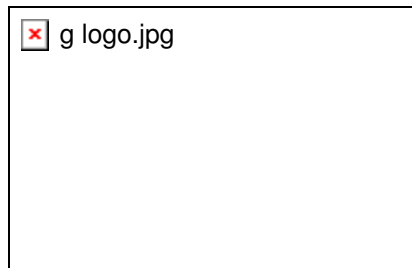
- GGSC pictures
- GGSC events & related events
- Recycling news & information



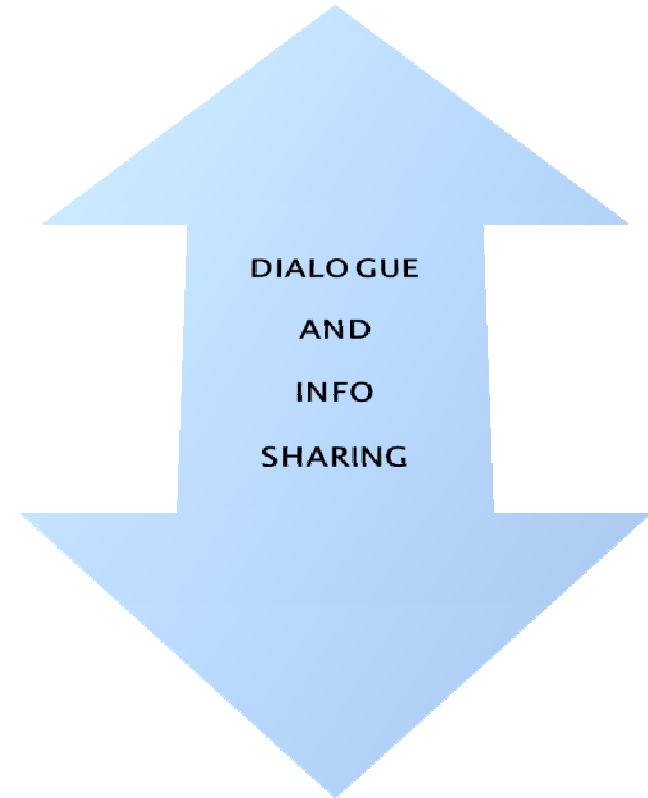
- GGSC Video
- Audience Video
- Recycling related videos (DHEC PSAs)



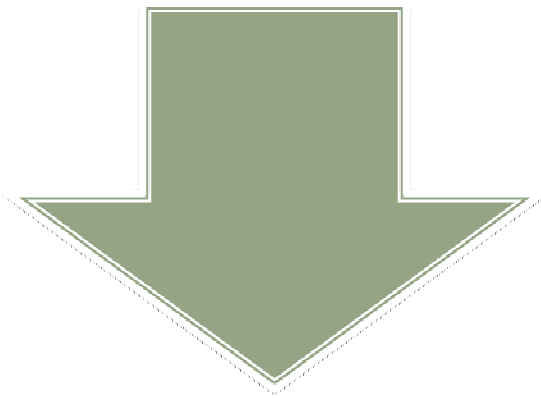
- Daily push of Social media and general website updates



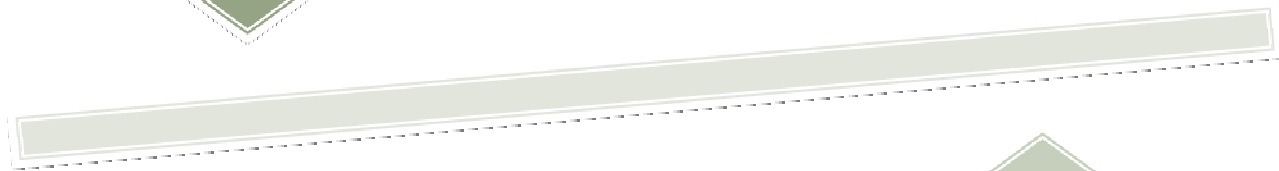
- GGSC corporate/service content



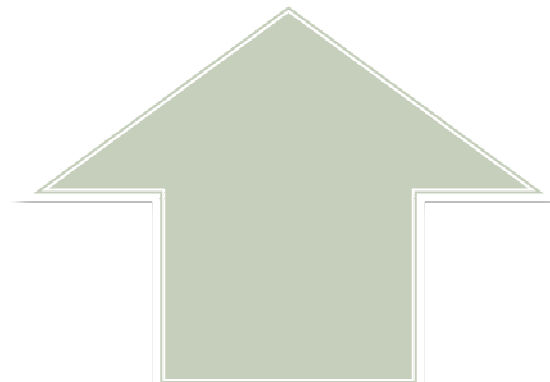
Balanced Content Across Platforms



Zero duplication of
content or work product
*(each marketing
component has a
designated "home")*



Seamless
communication across
platforms
*one update across all
platforms*



Metrics

Website analytics – *“Page Hits”/“Length of Stay”*

+

Google analytics – *“Google Rankings”*

+

Facebook – *“Fans”/ “Wall Posts” / “Visits”*

+

YouTube – *“Channel Views” /“Subscribers”*

+

Twitter – *“Cloud”*

METRICS!



GGSC Social Media Strategy

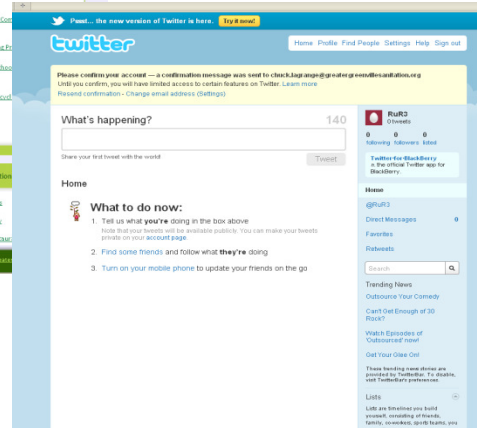


YouTube – GGSC TV

Facebook



Website



Twitter – RuR3



Thank You

